

Connellan Airways Trust – Strategic Plan 2026–2028

Vision

A thriving Outback Australia.

Purpose

Funding the people and ideas of the Outback.

Role

To fund | To connect | To empower | To learn and share

Values

- **Community** – we stand with Outback people and places.
- **Supportive** – we help remove barriers so people can create their own opportunities.
- **Collaborative** – we work with others to achieve more.
- **Innovative** – we back creative, practical solutions.
- **Adaptive** – we evolve with remote needs and opportunities.

Enablers

- **Good Governance** – ensures speed, integrity and accountability.
- **Strong Funding** – maintains sustainability and enables bold bets.
- **Data & Evidence** – turns activity into learning and insight.
- **Partnerships & Collaboration** – amplifies reach through shared investment and action.

Strategic Priorities

Access and Opportunity

Outcome: Remote Australians have access to the services and opportunities they need.

Goal: Break down the barriers of distance by funding education, health and training opportunities that enable people to learn, work and thrive where they live.

We fund: Grants that improve access to study, skills development, health services and wellbeing support.

Success looks like: More people in the Outback gaining qualifications, health access and meaningful pathways to employment.

Local Leadership and Capability

Outcome: Remote communities have strong local leadership.

Goal: Build confidence, skills and networks for Outback people to lead change in their own communities.

We fund: Leadership programs, mentoring, and initiatives that grow capability and community self-determination.

Success looks like: More Outback leaders, particularly young people and women, driving local initiatives and representing their communities.

Innovation and Problem Solving

Outcome: Remote communities are resilient and able to adapt to challenges.

Goal: Invest in creative, practical and scalable solutions developed in and for the Outback.

We fund: Community-led pilots, applied research, and partnerships that address access, wellbeing and sustainability challenges.

Success looks like: New ideas and models that improve access, strengthen services, and are replicated across regions.

Connection and Understanding

Outcome: Remote Australia is well connected, understood and appreciated.

Goal: Share the stories, challenges and achievements of the Outback to build visibility and national understanding.

We support: Storytelling, partnerships, and communications that connect remote people with one another and with the broader Australian community.

Success looks like: Greater appreciation of Outback contribution, and stronger connection between remote and urban Australia.

Trust and Legacy

Outcome: Sustainable, respected philanthropic leadership supporting the Outback long-term.

Goal: Maintain CAT's integrity, independence and capability as a trusted funder and voice for the Outback.

We invest: In governance, data, systems and partnerships that sustain confidence and transparency.

Success looks like: CAT recognised as a leading, accessible and reliable philanthropic partner for remote Australia.